

The more success we have the more we try to deserve it, and that's why it continues



Suits of Superiority for Men and Young Men

WHEN you come in to see these suits, note particularly the fine fabrics—such textures as have not been seen in America since the opening of the war. Then let us point out to you the masterly tailoring attainments that lend to the garments such enduring shapeliness and nicety of fit. The style superiority is too obvious to require special direction to your notice.

The New Double-Breasteds

YOUNG men want them—strong; they are the thing for fall. The new styles are so different from any double-breasted models ever designed before that the term "double-breasted" has a new meaning. High chested, trim waisted, long, broad lapels, flare to the skirts; really a distinct new type in clothes. Better see our values at—

\$35, \$40, \$45, \$55, \$60

New Neckwear
New Fall Hats

Memphis Home of The
Famous "BOYEN"
Shoes For Men

New Fall Shirts
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The prospective purchaser of a watch will find it advantageous to inspect our stocks before final decision. One's watch, you know, is a constant companion and must be selected with care.

Besides every desirable size and style in the best American movements, we have a splendid display of imported watches.

We are exclusive selling agents for Jules Jurgenson and Vacheron and Constantin, prize winners of the great international exhibitions.

In women's wrist watches we offer the most wonderful and alluring models.

Each watch is reasonably priced in that it is accurately priced. Besides the maker's guarantee, it carries that of

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- 100 High-Grade, Exclusive Suits \$80.00 to \$125.00. Worth \$100.00 to \$150.00.
- 100 Particularly Fine Coats \$75.00 to \$100.00. Worth \$100.00 to \$125.00.

Even on the SPECIALS your credit is good without the usual red tape, references or investigation. Special prices during Fair Week on our large stock of high-grade Furs and also on Fur Repair Work.

BONDS AND STAMPS TAKEN AT FULL VALUE.

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STORY OF GERMANY'S DEFEAT

(Continued From Previous Issue.)

Had the great war been averted or even delayed indefinitely, Germany's growing sea power would have opened up unparalleled fields for her development politically in world affairs, with-out being obliged to strike in a military sense. Even could Germany have consolidated her naval strength with that of another nation she could have enjoyed remarkable possibilities in her political development.

Alliance or consolidation of power with England would probably have been at all times out of the question. Indeed, how such an attempt failed in a previous instance I will describe later. But not at all outside the range of possibility that our relations with the United States might have grown much closer and more friendly. It would have been advantageous to both powers.

No one realized this more fully than did Theodore Roosevelt, whom I knew well and with whom I had many long conversations. He saw not only the advantage but the necessity of sea power for a state which had enemies, active or potential.

When Roosevelt remarked to me that Germany's natural development demanded that she regain her natural supremacy on the mouth of her principal river and unite it to her small German states on the lower Rhine and Scheldt, he was honest and spoke after his usual manner, roughly, I do not take his later opposition to us on the grounds of the military invasion of Belgium as a reversal of his position.

His remarks about Holland and Belgium were not recommendations that we should conquer them. It was merely the impetuous pronouncing of the thoughts which entered his mind upon seeing Germany's political and geographical position. He understood European politics as few Americans have understood them.

(This is alleged conversation with Roosevelt may perhaps be cited by Von Tirpitz in a veiled attempt to justify Germany's invasion of Belgium. Roosevelt's remark, if quoted correctly, was doubtless meant to convey what all the world recognized as a fact, that the Rhine was the natural outlet for German commerce and that by maintaining a sufficient navy Germany should be sure herself of that outlet. He would have been the last to condone a territorial conquest and an important state. The same principle is involved in the necessity for the United States to maintain a sufficient navy to make it impossible for an enemy power to use a West Indian island as a base of operations against our coast. Germany never urged this claim as an excuse for launching the war and her invasion of Belgium was on purely military grounds according to the statements of her own military leaders.—Editor's Note.)

Anglo-Japanese Alliance.

In speaking thus to me, I believe it was Roosevelt's view that England's world power gradually would decrease and that we should become America's natural ally against Japan. The consummation of the Anglo-Japanese treaty strengthened his views on this subject and he considered it of the utmost importance that Germany's sea power be developed unhampered. The consolidation of the American and German fleets would have made it impossible for Japan to carry a war to Europe or the western hemisphere, and been sufficient to prevent them from porting troops to the Philippines.

Either the fleet would have to be fought to a finish on the sea or it could be carried to Japan. To how friendly were our relations and how close they might have grown, when Roosevelt as president of the United States, was contemplating sending the American fleet around the world, he asked me unofficially, through the American ambassador in Berlin, whether if I were in his place I would take the naval and political responsibility of such a step.

I answered, "I should take it." It must be remembered that at this time, 1905, the sending of the fleet to the Pacific was much more of a feat than it is today, with the Panama canal available. Consequently the political significance of such an act was correspondingly greater.

In answering him as I did I bore in mind that this trip of the American fleet would also be of great advantage to us. In respect to Japan, the interests of Germany and the United States were becoming singularly identical.

And again, one of the most striking results of the cruise was that Australia's indifference to England cooled perceptibly and great enthusiasm was aroused for America. Only by the war have we ourselves reunited with former ties the colonies of England to the mother country.

(Even if at first he held the mistaken view of many German diplomats that the British colonies would attack the mother country at the outbreak of the war, Von Tirpitz here admits that it was an error. It is not every German who even now can see that his "policy" was wrong.—Editor's Note.)

Admits Mistakes in Dealing

With U. S.

Of course Roosevelt's inquiry of me having been entirely unofficial he could not acknowledge it officially, but after the return of the fleet he sent me a photograph characteristically inscribed: "From one who sent the American fleet around the world."

The meaning behind these words was extremely flattering and gratifying to me. While I am on the subject of Roosevelt, for whom all Germans felt the deepest respect, it will be of interest to state that before America's entry into the war I received a letter from an American friend suggesting that Roosevelt be invited to general headquarters with a view to gaining an understanding of our conduct of the war, and to create sympathy with our aims and problems.

It was obliged to reply that for any such move our governing state was entirely too starchy. I doubt very much whether such a visit would have had the result forecast. I was, however, convinced that we were in the wrong, at any rate after Belgium, and even had he been wrong, our cause he could not have been helped, nor could America, when we made so many mistakes in our dealings with that nation.

Besides all the irritating and unhelpful effect of such unpunished boomerangs as Dernburg continually widened the breach between us.

(This is probably the first time that a German official has publicly admitted that Germany's machinations in Mexico helped to incite the United States to war. Dr. Bernhard Dernburg, German colonial secretary, resigned in 1914, and became chief of the German propaganda system here. Some of his activities were frowned upon least officially, by Count Bernstorff. His bumptiousness, aggressive methods and unscrupulous efforts to credit the allies became so distasteful that the public demanded his expulsion from the country. It was he who undertook negotiations for the purchase of certain newspapers in the United States.—Editor's Note.)

The Venezuela Incident. There had been real friction between the United States and Germany in the long years leading up to the present war, during the Venezuela incident in 1902. This incident should also have been taken to us in our dealings with England. Castro, then president of Venezuela, had practically flouted the claims of European nations. These claims were recognized at least unofficially by the United States, and later awarded by the Hague tribunal.

In the latter part of 1902 the British government invited Germany to take common measures against Castro with a view to their "Roosevelt" con-

sent," to enforce the payment of these claims.

I made every effort to induce the German government not to comply with the English request. I based this advice on my knowledge of the American character and the English policy of doing nothing but evil to him, then and leaving them in the lurch when the peace became too hot. Also Carl Schurz, in whom German Americanism at that time possessed a competent, clear-seeing head, had warned me.

I explained to the emperor that if our blockade measures in Venezuela resulted in an armed encounter the jealousy with which they guarded the Monroe doctrine might set America against them. Even if Roosevelt had given his consent to the move, as the British said he had, he would have been powerless to stem the indignation in the United States.

Just as I had predicted the British government immediately wheeled round, and not only deserted us, with the tacit consent of their own press, but the United States on to attack us, "the Huns."

(American historians point out that it was Germany's offensive diplomacy which aroused American opposition, and not the actual blockade. Some accounts state that when the German ambassador in Washington asked Roosevelt what the United States would do if Germany did not accede to her demands, the president replied, "The American fleet has sailed for Venezuela with its commander and myself know."—Editor's Note.)

Prince Henry's Message. That was in 1902 and 1902. Yet by 1914 we had so far forgotten it that there were those high in authority in Germany who were more trusting the word of England. On July 23 Prince Henry returned to Potsdam from England, and King George V. assured the emperor that King George had promised that England would remain neutral in case of a war between Germany and Russia.

I took exception to this verbal promise, whereupon the emperor, as I have said before, said stiffly, "I have the word of a king. That suffices me."

I repeat the incident to show how Germany failed to learn from her past experiences and how we were beguiled into a God's promise by that weakness which made us too ready to believe those things which we wanted to believe.

It was by this weakness that those who surrounded the emperor exaggerated our successes and lulled him into the belief that all was going well. Bethmann Hollweg and his crew were not equal to the great times in which we were moving. By their policies they were guilty of not preventing the war and in the end they made only a wretched peace possible for us. By continually seeing in their achievements the importance they wished them to have, they failed to have the instinct to win.

The chancellor did not have it. In command of the high seas fleet when things were most critical, he did not have it. Von Pohl, chief of staff of the navy, did not have it. In fact he did not have it in his whole being, what I had in my little finger.

It was always deluded joy over trivial victories. After the Oct. 8, 1914, in an exuberance of high spirits over this event the emperor invited me to dine with him. I could not but feel that our victory here was so incomplete that it bordered on failure, as we had allowed to escape from a veritable mouse trap a garrison of at least 80,000 men, and I said so to the emperor. Later our military leaders admitted that the escape of the Antwerp garrison was a great disappointment to them but excused it on the ground that Belgium had perfected war plans long before the trouble with Germany began.

It was the Kaiser, mistaking the nature of the British, and filled with the flattery and boasts of the chancellor and

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EEE SHOES FOR BOYS

They're the kind his daddy wears. Made of the same high-grade materials over many little lasts. They fit perfectly and wear like iron. Our range of styles is the largest in the South. We can fit him in the shoe he likes best. The savings offered by our cash system of buying and selling is strikingly demonstrated in this department.

ARMY SHOES

Regulation army last, in a high-grade dark chocolate tan leather; sturdy soles and all leather heels. Prices range from \$4 to \$6.

SCOUT SHOES

Famous Excelsior original Scouts in tan or black leather; elk sole, with leather heel; all sizes. Ranging in price from \$3 to \$5.

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English lasts for little gent's, youths and boys; extreme as well as conservative toes; black and dark chocolate. Ranging in price from \$4 to \$7.

A big lot in chocolate only; finest quality, \$6.



Remember our store is a family shoe store. We can fit and please any member of the family, no matter what the requirements in style, quality or price. You save time, worry and money when you come to the big store first.

EEE SHOE CO.

59 SOUTH MAIN STREET



They Are Your Neighbors

These folks are your neighbors. They work for the telephone company. They are regular people, just like you, your friends and family.

They eat food, wear clothes, live in houses, talk, laugh, sing, cry, get peevish (and get over it), enjoy the movies and home-made pies, just like you.

These folks are trying hard to give you the best telephone service in the world. They take pride in their work and in their company; but, sometimes, when they hear you complaining about paying a few dollars a year for telephone service they become worried and wonder how they are going to make ends meet—for they know their wages depend on what you pay for your telephone.

Sometimes some of you forget that the telephone company is made up of folks who are just like you.

The more loyal support you give the telephone the better service it can give you.

CUMBERLAND TELEPHONE AND TELEGRAPH COMPANY

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"OUCH! THAT OLD RHEUMATISM"

Just Get Out That Bottle of Sloan's Liniment and "Knock It Gally West."

Weren't prepared for that quick switch in temperature, were you? Left you stiff, sore, full of rheumatic twinges? You should have had a bottle of Sloan's Liniment handy—that would have soon eased up the muscles, quieted the jumpy, painful, affected parts—penetrated without rubbing, bringing refreshing relief.

Helpful in all attacks of lumbago, sciatica, external soreness, stiffness, strains, aches, sprains. Get a bottle at your druggist's. 50c, 75c, \$1.40.

Sloan's
Liniment
Keep it handy

BOTH PHONES 530 TAXIS and AUTOS

BLISS NATIVE HERB TABLETS

are first aid to thousands of people for the relief of

KIDNEY TROUBLE

It is regarded as the pioneer and only standard herb remedy, and has also been found very beneficial for Catarrh, Constipation and Indigestion. It is a great

Kidney and Liver Regulator. Guaranteed to give satisfaction or money refunded. Every genuine tablet contains this trade mark. Put up in two sizes, 50c and \$1.00. Sold by leading druggists and local agents everywhere. Made by Alonzo O. Bliss Co., Washington, D. C.

FATAL SHOOTING ENDS QUARREL OF WORKMEN

RIPLEY, Miss., Sept. 25 (Sp.)—Said Brock shot and killed Rufe Robertson with a pistol Tuesday night at Wardlow's mill in the eastern part of the county. Brock fired several shots at Robertson but only one, which entered the body near the heart, took effect.

Both men were laborers at the Wardlow mill and had quarreled for several days before the killing. Tuesday they renewed their quarrel with the above fatal result. Immediately after the killing Brock hired an automobile, came in Ripley and gave himself up to the sheriff who placed him in jail. Both men are well known in this section.

(To Be Continued.)

Read News Scimitar Wants.

TODAY'S BEAUTY TALK

You can enjoy a delightful shampoo with very little effort and for a very trifling cost, if you get from your druggist a package of canthox and dissolve a teaspoonful in a cup of hot water.

This makes a full cup of shampoo liquid—enough so it is easy to apply it to all the hair instead of just the top of the head. Your shampoo is now ready. Just pour a little at a time on the scalp and hair until both are entirely covered.

Then, gently perfunctory preparation that thoroughly dissolves and removes every bit of dirt, dandruff, excess oil and dirt. After rinsing the hair dries quickly with a softness that makes it seem heavier than it is, and takes on a rich luster and a softness that makes arranging it a pleasure.

The E. W. Rose Co., Cleveland, O.

Stop Itching Skin

There is one safe, dependable treatment that relieves itching torture and skin irritation almost instantly and that cleanses and soothes the skin.

Ask anywhere for a 50c bottle of Zemo and apply it as directed. Soon you will find that irritations, pimples, blackheads, eczema, blotches, ringworm and similar skin troubles will disappear.

A little Zemo, the penetrating, satisfying liquid, is all that is needed, for it banishes itching eruptions, makes the skin soft, smooth and healthy.

The E. W. Rose Co., Cleveland, O.

THEATRICAL COUPLE MARRIED ON DARE

PINE BLUFF, Sept. 25 (Sp.)—Miss Elsie White and Abe Frankel, both of New York, who were married Saturday at San Antonio, Tex., are here to fill an engagement at a local theater. The couple had been friends for two years and Saturday at a picnic when their friends dared them to get married they agreed to do so because they intended to anyway.

PLAN BIG PLANT.

BIRMINGHAM, Ala., Sept. 25.—Plans for the construction of a plant at a cost of not less than \$100,000 in North Birmingham are announced by the Birmingham Peanut Products corporation, a new concern capitalized at \$250,000, all paid in.